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Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Programs and Planning, Office of Public Affairs, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

SECRETARY OF AGRICULTURE YEUTTER NAMES NEW USDA PUBLIC AFFAIRS DIRECTOR

Kelly M. Shipp has been named director of USDA's Office of Public Affairs. She succeeds Paul E. Kindinger who has accepted an endowed chair for agriculture at the Industrial College of the Armed Forces, a part of the National Defense University at Ft. McNair, Washington, D.C.

Shipp has been Secretary of Agriculture Clayton Yeutter's press secretary since February 1989. Secretary Yeutter said that Shipp has excelled as USDA spokeswoman and will continue to hold that responsibility in her new position as public affairs director.

"Kelly is extraordinarily capable," said Secretary Yeutter. "Her knowledge of the Department of Agriculture, media relations, and international trade issues will be a tremendous asset to our public affairs division.

"It is very important that we fully utilize Kelly's superb talents during this crucial period for American agriculture. We are simultaneously working on a new farm bill and international disciplines for agricultural trade. Kelly has the qualifications and experience to work skillfully with the Congress and the agriculture community on these fundamental issues."

The Office of Public Affairs is responsible for USDA's public liaison, intergovernmental affairs, press and information operations. The director reports directly to the Secretary.

Prior to being named Secretary Yeutter's press secretary, Shipp served as director of public affairs and press secretary to Ambassador Yeutter when he served as U.S. Trade Representative (1987-88). Before that she was press secretary to U.S. Rep. Joseph McDade (Pa.) (1985-86), press assistant to the under secretary of agriculture for small community and rural development (1984-85), and executive assistant to the director of USDA's Office of Rural Development Policy (1983-84).

Shipp was raised on an Illinois farm where her parents continue to grow corn and soybeans, and raise hogs. She received her bachelor's degree in communications and fine arts from Bradley University at Peoria, Ill.

Kindinger joined the ICAF on July 24 and will begin instructing during the fall semester.

"This is the first chair for agriculture at this institution. It will be an important addition to their curriculum," Secretary Yeutter said. "Paul will be excellent at instructing the senior military and civilian decision makers who attend this university on the important role that agriculture plays in the global community and for our national security. We are proud that he will hold this prestigious position.

"Paul has served us well since joining USDA a year ago," the Secretary continued. "He has been a key force in directing and mobilizing the newly created Office of Public Affairs. We will miss him in that role."

Kindinger served as USDA director of public affairs since August 1989. Prior to joining USDA, he had been director of the Michigan Department of Agriculture since 1983.

He was raised on a dairy, hog and cash crop farm near Reading, Mich. He received his bachelor's and master's degrees in agricultural economics from Michigan State University at East Lansing. He also has a doctorate in agricultural economics from Cornell University, Ithaca, N.Y.

ANIMAL & PLANT HEALTH INSPECTION SERVICE HAS OPENING FOR ASSISTANT DIRECTOR

USDA's Animal and Plant Health Inspection Service has an opening for a GM-1035-14 assistant director (supervisory public affairs specialist) for Legislative and Public Affairs, Public Information. Announcement No. is M-590-90.

Duties include participation in overall formulation of legislative and public affairs policies and programs; leadership and supervision in planning, development, and implementation of domestic and international communication projects and campaigns; and providing media training to field and headquarters personnel. Other duties are cooperating in conducting feasibility studies of public information aspects of proposed agricultural programs, and supervising a staff of approximately 15 employees engaged in a variety of public affairs activities.

Qualifications include 1 year of specialized experience equivalent in level of difficulty and responsibility to the next lower grade in federal service.

To apply, contact: USDA, APHIS, Field Servicing Office, Field Personnel Services, Butler Square West, 5th Floor, 100 North Sixth Street, Minneapolis, MN 55403. Telephone is 612-370-2187 (FTS is 777-2187).

For more information, contact: John Duncan, 202-447-2511.

Closing date is August 20.

TWO POSITIONS AVAILABLE IN AGRICULTURAL COMMUNICATION AT PURDUE UNIVERSITY

The Agricultural Communication Service at Purdue University has two positions—agricultural science writer/media relations specialist and agricultural science communicator—available.

Qualifications for both positions include a bachelor's degree in communications, journalism, English, or scientific field, with graduate degree preferred.

The agricultural science writer/media relations specialist will identify, research, write, and distribute to state, regional, and national media news and feature stories designed for the general public and specialized audiences; consult with Purdue scientists and develop news and feature stories and other information; develop state, regional, and national media interest in Purdue University and agricultural research by visiting media representatives and attending scientific conferences; provide media relations training and consultation to Purdue School of Agriculture faculty, staff, and administration as needed; and organize special events such as dignitary visits and media availabilities.

The agricultural science communicator will identify, research and write news stories and features designed for the general public and specialized audiences; write, edit, and coordinate production of specialized publications for the Purdue University Agricultural Experiment Station, including but not limited to the periodical **FOREFRONT**; provide writing support for multi-media and video productions highlighting science and research; and support all functions of the Agricultural Communication Service as needed.

Salaries are commensurate with qualifications and experience.

Submit a letter of application, resume, and the names of four persons who may be contacted for references to: Dave King, Agricultural Communication Service, Room 210, AGAD, Purdue University, West Lafayette, IN 47907.

Applications will be accepted until a suitable candidate is identified.

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ACE WESTERN REGIONAL MEETING WILL BE HELD IN DENVER, COLORADO, OCT. 4-6

The Western Regional Agricultural Communicators in Education (ACE) meeting and workshop will be held October 4-6 at the Denver Airport Sheraton in Colorado.

Check in and registration will be held from 1-4 p.m. on Thursday, October 4, followed by a material sharing session focusing on risk assessment video tapes and print materials produced by Western state universities and special interest groups.

Friday sessions include "Risk Perceptions and Risk Realities" (Pat Kendall, Ph.D., R.D., Colorado State University Food and Nutrition extension specialist who writes a regular newspaper column on food issues and is a specialist in sociological aspects of communicating risk to the lay public); "What You Don't Know CAN Hurt You" (Mary O'Brien, Ph.D. staff scientist for the Journal of Pesticide Reform-Northwest Coalition for Alternatives to Pesticides); and "Viewpoints," a panel discussion. A Friday evening dinner will feature guest speaker Ed Marston, editor of **HIGH COUNTRY NEWS**.

Saturday will offer a session, "Statistics for the Mathless," with Cliff Pereria, biostatistician, Oregon State University and consultant for the Oregon Dept. of Fisheries and Wildlife. Following luncheon your own, there will be member discussion groups on "Can you be an environmentalist and work for a land-grant university? The conference will adjourn at 2:30 p.m., but there will be Saturday evening group activities in Denver.

Registration fee is \$75 and the hotel room rate is \$59 for either a single or a double.

Direct any questions to Dennis Hinkamp at Utah State Univ. (801-750-1392), or Jack Dallas or Wendy Douglas at Colorado State Univ. (303-491-6432).

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FIRST INTERNAT'L TELECONFERENCE ON NATURAL RESOURCE MANAGEMENT IN THE AMERICAS

Thousands of concerned individuals throughout the Americas will link up via satellite on September 20, to hear some good news about tropical rain forests for a change.

In the first International Teleconference on Natural Resource Management in the Americas, participants will have an unprecedented opportunity to hear about several on-going efforts that are intended to curtail the devastation of tropical rain forests in Central and South America.

During a four-hour block between 10 a.m. and 2 p.m. Eastern, the multinational audience will be able to interact directly with some of the world's foremost leaders in the fight against destruction of rain forests.

At least 12 presenters associated with cutting-edge efforts in government, business, and the private sector will help guide participants through the maze of facts,

showcase solution-oriented model projects, and point out environmentally-related involvement opportunities.

The videoconference was developed by the California Polytechnic State University and the Sousson Foundation, in association with the Smithsonian Institute, U.S. Agency for International Development, U.S. Information Agency, and the World Wildlife Fund.

The producers hope to create an annual forum in which the average consumer of media news, often frustrated by incomplete or negative coverage, can interact with kindred minds for updating and orientation for personal involvement.

Problem solving strategies for the future dealing with sustainable development, biodiversity, forest management, and sustainable agriculture will be examined and explained during the program.

Questions from audience members, by telephone or FAX, will be directed to presenters.

For information on how to set up a local viewing site in your area, call PBS Adult Learning Satellite Service at 1-800-257-2578.

GPO HAS REPORT AVAILABLE ON 'USE OF ALKALINE PAPER IN GOVERNMENT PRINTING'

As the threat of self-destruction of books printed on acid-based papers becomes more immediate, the concern for extending the archival life of publications with enduring value has grown.

As a result, at the direction of the Committee on Appropriations of the House of Representatives, the U.S. Government Printing Office (GPO) has developed a plan to facilitate the use of alkaline paper within the federal government.

Developed in consultation with the Joint Committee on Printing, the plan commits GPO to take three important steps: (1) identify the extent, source, and types of archival-type printing matter produced in-house and acquired commercially by GPO or other agencies; (2) ensure that alkaline paper with improved longevity is used in printing government publications designated as having enduring value; and (3) provide for accurate reporting of alkaline paper usage.

Approximately 57 percent of the paper purchased by GPO in FY 1989 for in-house use and supplied to federal agencies was produced by paper mills using alkaline production processes. This paper was purchased at prices competitive with acid paper. It is estimated that approximately 40 percent of the volume of paper used to produce contract printing for GPO is alkaline.

The implementation of the Environmental Protection Agency's guidelines on recycled paper in 1989 does not appear to have adversely affected the federal government's ability to obtain adequate supplies of alkaline paper.

Copies of the report, "Use of Alkaline Paper in Government Printing," can be obtained from GPO's Office of Public Affairs, 202-275-3541.

E-MAIL USE EXPANDING RAPIDLY; EXPLOSIVE GROWTH RESULT OF MAJOR BENEFITS

Growth in the use of electronic mail in the 1980s was phenomenal, and is expected to continue expanding as government agencies and major corporations discover the benefits the technology offers.

Worldwide spending for e-mail and related services will experience about a 60 percent compound annual growth rate during the 1990s, predicts David Taylor, who tracks e-mail applications for the Gartner Group, a research and consulting firm based in Stamford, CT.

The Electronic Mail Association, an industry trade group headquartered in Arlington, VA, estimates that the number of e-mail users in the United States jumped from 430,000 in 1980 to 8,600,000 in 1989. Message traffic surged from 95 million messages a year to nearly 1.6 billion during the same period.

EMA credits the explosive growth to major benefits the technology offers user organizations. E-mail cuts through paperwork, thereby allowing people to work more quickly and effectively. E-mail is cited for offering government agencies and businesses some real productivity and cost advantages.

E-mail saves time soliciting input and allows messages to be sent to electronic distribution lists. Its main attraction is faster response time, particularly turnaround time. With e-mail, communication is more frequent, and it does not involve telephone tag.

A check of the distribution of a recent INSIDE INFORMATION story announcing the new USDA director of public affairs showed 9 offices received the article within the first hour following release through the BT Tymnet Dialcom e-mail system. Those 9 included the Mississippi Cooperative Extension Service, Winrock International Agricultural Research Center in Arkansas, the Georgia and Washington Departments of Agriculture, USDA Food and Nutrition Service regional office in New Jersey, and 4 USDA offices in Washington, DC.

Within 24 hours after the INSIDE story was sent, over 40 electronic acknowledgments had been received—from local users in Washington, DC, to as far away as Guam and 17 states in between. Within 2 days, over half of those on the electronic distribution list had read the article.

In another example, over half acknowledged receipt of a message—about plans to extend USDA’s contract with BT Tymnet for Dialcom services—before the end of the next work day, according to Stan Prochaska, sender of the message. He sent the message at the end of the day Friday, and acknowledgments revealed 3 receivers on Friday (2 from the West), 1 on Saturday (from the USDA press secretary’s office), 2 on Sunday, and 17 on Monday (first one before 8 a.m.). Another 10 pulled the message on Tuesday (2 before 8 a.m.).

“There’s no way that regular mail—even USDA’s interoffice messenger mail—could have reached these 35 offices this quickly,” Prochaska said. ‘Plus, I had an electronic receipt telling me they had received the message.

“Although faxing the message was another option, I didn’t have the time to send the message by fax to that many offices,” he added. He pointed out that once he had the message written on his word processor, a few key strokes later the message was in the intended recipients electronic mailboxes.

E-mail users are able to eliminate meetings and can resolve problems via electronic mail. Judy Galgano, with the Grumman Corporation, was quoted in a recent magazine article that “it is not unusual for us to have messages that are answered, added to, and forwarded to additional people for weeks at a time until a problem is resolved.”

E-mail also benefits those who travel. Doug Brackbill, director of advanced products marketing for MCI, says the “portable office” phenomenon is really based on electronic mail.

“Traveling employees can use laptop computers to send and receive messages while away from the office,” he said. In this sense, e-mail is completing the communications revolution that the telephone started.

OHIO STATE UNIVERSITY INFORMATION AND APPLIED COMMUNICATIONS SEEKS EDITOR

The Ohio State University (OSU) has an opening for an editor in the Section of Information and Applied Communication.

Qualifications include a B.S. or B.A. in journalism, English, or communications, with M.S. or M.A. preferred; experience in publications editing and production; and experience with computerized text editing. A background in agriculture, natural resources, or home economics will be helpful.

The editor will supervise and coordinate all manuscript planning and overall scheduling of the production of publication materials, such as bulletins, fact sheets, brochures, leaflets and other printed materials; assign publications editing jobs to other staff; work cooperatively with the graphic arts coordinator too assure efficient production or printed materials; and establish and maintain a procedure for production scheduling.

Other duties are to advise and assist with policy recommendations regarding publication sales and distribution, and serve as OSU’s representative with the North Central Regional Educational Materials Project; provide departmental leadership in marketing/promoting publication sales and general use; provide leadership regarding new communications technology (such as desktop publishing) in print media; and edit and produce a proportionate number of publications.

Additional duties are to arrange and coordinate printing with university printing facility and non-university printers, and work closely with university purchasing to secure printing bids; maintain accurate records of print material production; and work with other state agencies which have publication arrangements with OSU.

Further duties are to assist with in-service communications training for faculty and staff; and advocate and monitor all print materials to avoid discrimination via text, graphics, photography, or in the manner in which printed materials are distributed.

Salary is commensurate with experience.

Send applications by September 21, to: Dr. Larry R. Whiting, Head, Information and Applied Communications, 216 Kottman Hall, 2021 Coffey Road, Columbus, OH 43210.

ACE PRESENTS ITS MOST PRESTIGIOUS AWARDS FOR 1990 AT INTERNATIONAL CONFERENCE

The Agricultural Communicators in Education (ACE), the oldest and largest organization in the United States for agricultural communicators, presented its prestigious Reuben Brigham Award on July 17 to Dewey A. Rand, Jr. of Salem, Oregon. Named for a former ACE president, it is the highest award ACE gives a non-member and has been awarded yearly since 1947.

Rand, president of Press Publishing Company, also owns and is chief editorial writer and publisher for the CAPITAL PRESS, a weekly newspaper devoted to agriculture, forestry and fishing.

ACE presented a number of awards during this year's international conference held in St. Paul, Minnesota, July 14-17 at the Radisson Hotel.

The ACE Professional Award was presented to Theodore Hutchcroft, program officer/communication, Winrock International.

ACE Pioneer Awards, honoring outstanding communicators under age 36 who demonstrate exceptional leadership and technical skills and make significant contributions to ACE, were presented to Mary E. Frank, extension broadcast specialist, Virginia Tech and Emery T. Tschetter, acting head of the South Dakota State University Department of Agricultural Communications.

ACE Special Interest Group (SIG) Awards of Excellence were presented to: Larry Tennyson, communications specialist at South Dakota State University (Teacher/Training);

Daniel H. Lutz, Extension communications specialist, University of Nebraska (Media Relations);

J. Cordell Hatch, information transfer advisor, USAID/Pennsylvania State University/Winrock International (International Affairs);

David G. Rice, head of Extension Computer Services at North Dakota State University (Computers);

Donald L. Breneman, communications specialist, University of Minnesota (Visuals);

D. Jeanne Gleason, associate agricultural editor, New Mexico State University (Interactive Technologies);

Terry Meisenbach, publications editor/visuals, University of Nebraska (Publications);

Gary Dagnan, assistant professor, University of Tennessee (Graphic Design);

Thomas B. Bare, Dakota text coordinator, South Dakota State University (Electronic Media);

Bud Gavitt, agricultural editor, University of Connecticut (Writing);

William Murphy, Extension satellite program manager, Virginia Tech (Teleconferencing); and

Clifford Scherer, communications associate professor, Cornell University (Research).

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

September 5:

FOSE MICROCOMPUTER CONFERENCE/EXPOSITION FOR THE FEDERAL GOV'T.
Washington Convention Center, Washington, D.C.
Contact: 703-683-8500 or 800-638-8510

September 6:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS REGIONAL WORKSHOP
Quality Inn on the River, Covington, Kentucky
Contact: 502-564-2000

September 27:

AGRICULTURAL COMMUNICATORS IN EDUCATION NORTHEAST REGIONAL MEETING
Holiday Inn, Baltimore, Maryland
Contact: Bruce Johnson, Univ. of Maryland, 301-454-3623

October 4:

AGRICULTURAL COMMUNICATORS IN EDUCATION WESTERN REGIONAL MEETING
Airport Sheraton, Denver Colorado
Contact: Dennis Hinkamp, Utah State Univ., 303-491-6432

October 19:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS REGIONAL WORKSHOP
Emily Morgan Hotel, San Antonio, Texas
Contact: NAGC, 703-823-4821

December 5:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS ANNUAL CONFERENCE
Rosslyn Westpark Hotel, Arlington, Virginia
Contact: NAGC, 703-823-4821
